FIG. 1

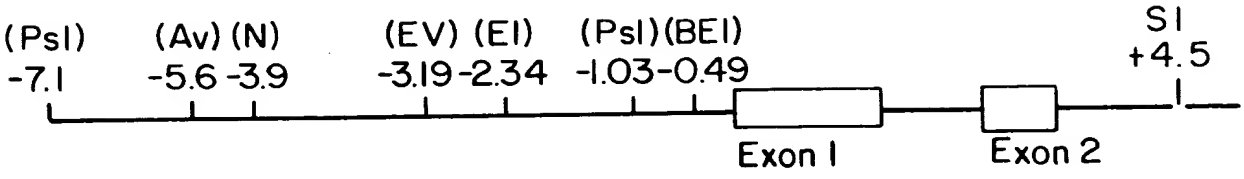

(PsI)
-7.1
(Av)
-5.6
(N)
-3.9
(EV)
-3.19
(EI)
-2.34
(PsI)
-1.03
(BEI)
-0.49
SI
+4.5
Exon 1
Exon 2

FIG. 3

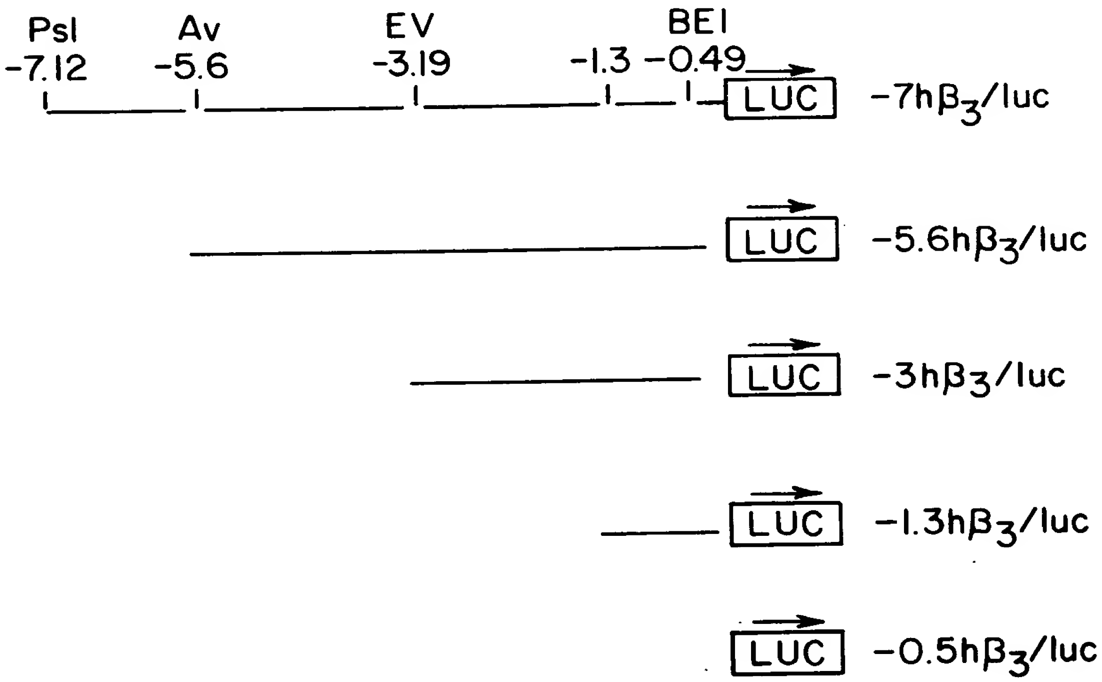

PsI
-7.12
Av
-5.6
EV
-3.19
-1.3
BEI
-0.49
LUC
-7hβ3/luc
LUC
-5.6hβ3/luc
LUC
-3hβ3/luc
LUC
-1.3hβ3/luc
LUC
-0.5hβ3/luc

FIG. 2

```
tcccattggc catcctcccc actctccaat tcggctccag aggcccctcc agactatagg cagctgcccc tttaagcgtc
*                                                 *                                *

gctactcctc ccccaagagc ggtggcaccg agggagttgg ggtgggggga ggctgagcgc tctggctggg acagctagag
                  *

aagatggccc aggctggggaa gtcgctctca tgccttgctg tcccctcccct gagccaggtg atttgggaga ccccctcctt

ccttctttcc ctaccgcccc acgcgcgacc cggggATGg ctccgtggcc tcacgagaac agctctcttg ccccatggcc

ggacctcccc accctggcgc ccaataccgc caacacctgg gctgccagggg ttccgtggga ggcggca
```

FIG. 4

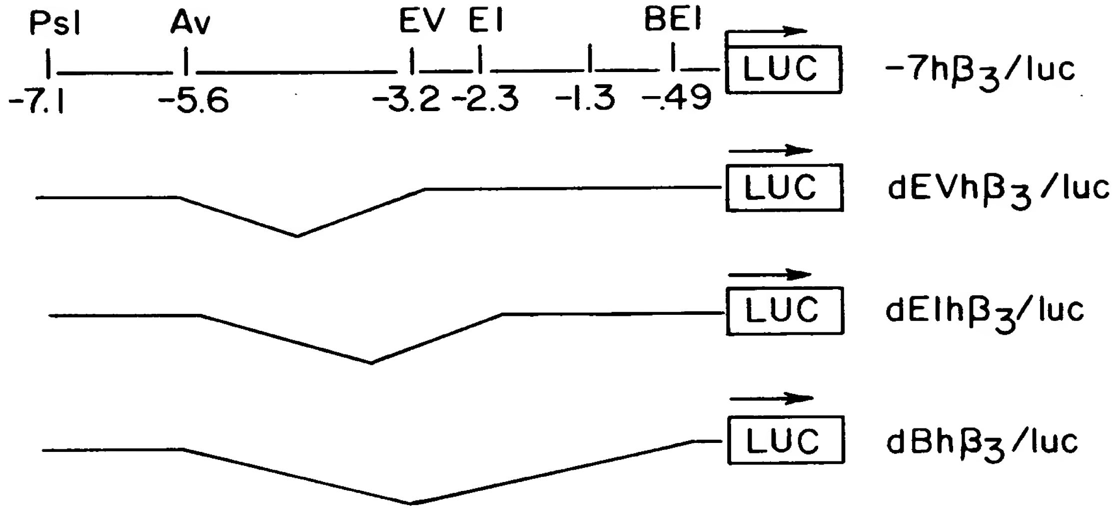

PsI
Av
EV
EI
BEI
-7.1
-5.6
-3.2
-2.3
-1.3
-.49
LUC
-7hβ3/luc
LUC
dEVhβ3/luc
LUC
dEIhβ3/luc
LUC
dBhβ3/luc

FIG. 5

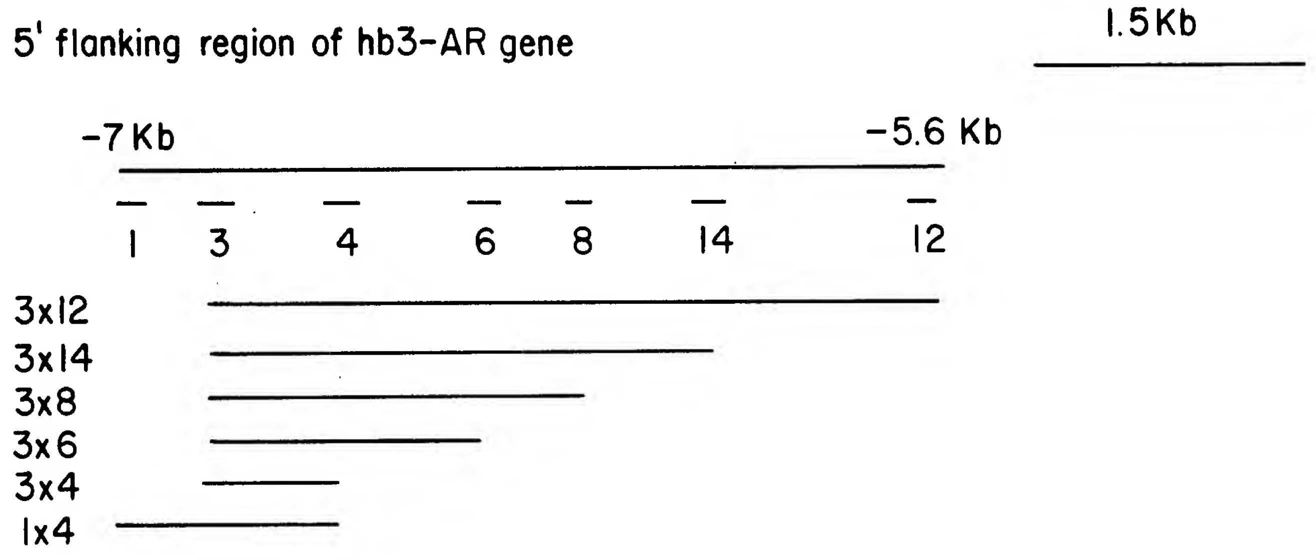

5' flanking region of hb3-AR gene
1.5Kb
-7 Kb
-5.6 Kb
1
3
4
6
8
14
12
3x12
3x14
3x8
3x6
3x4
1x4

FIG. 6A

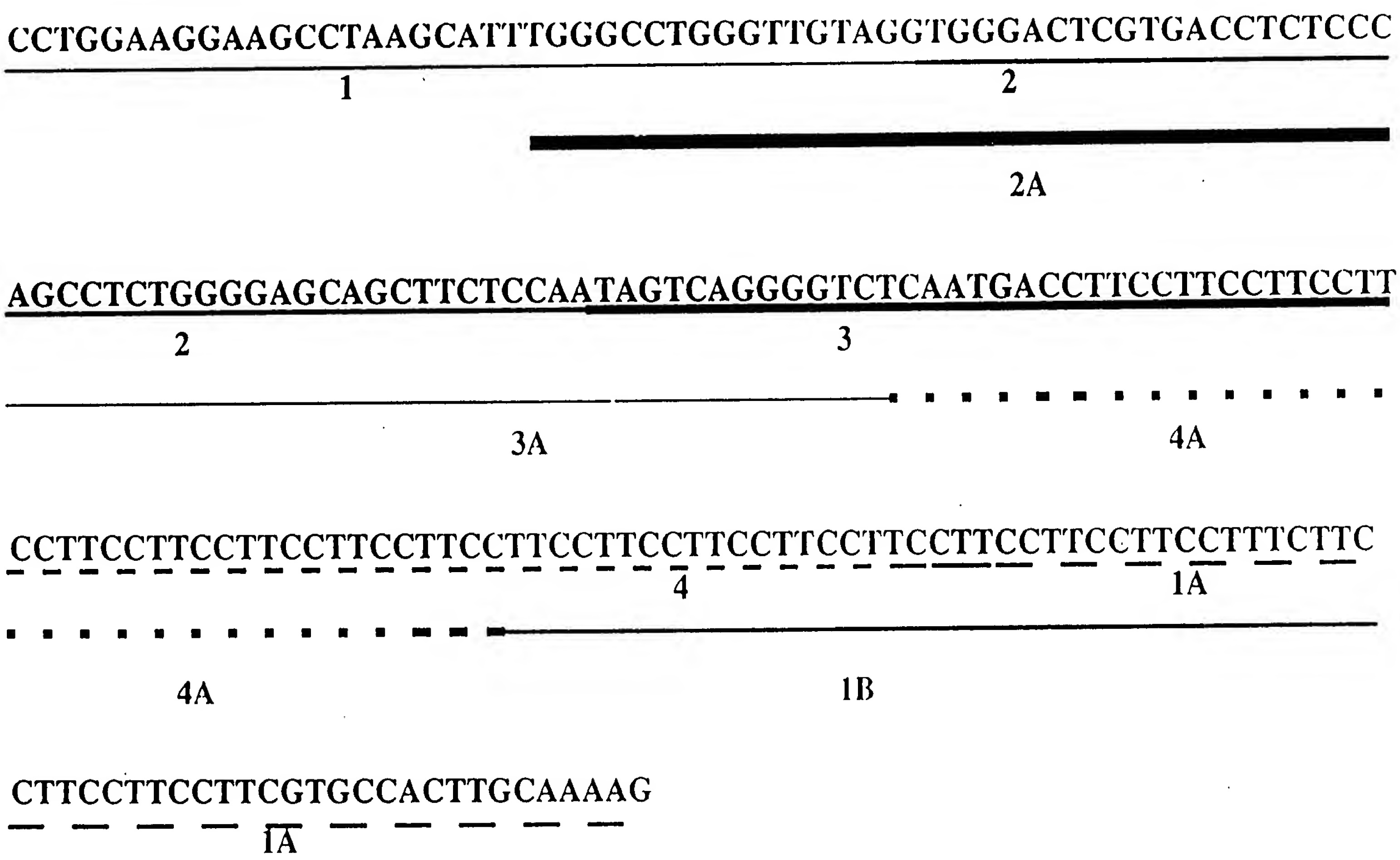
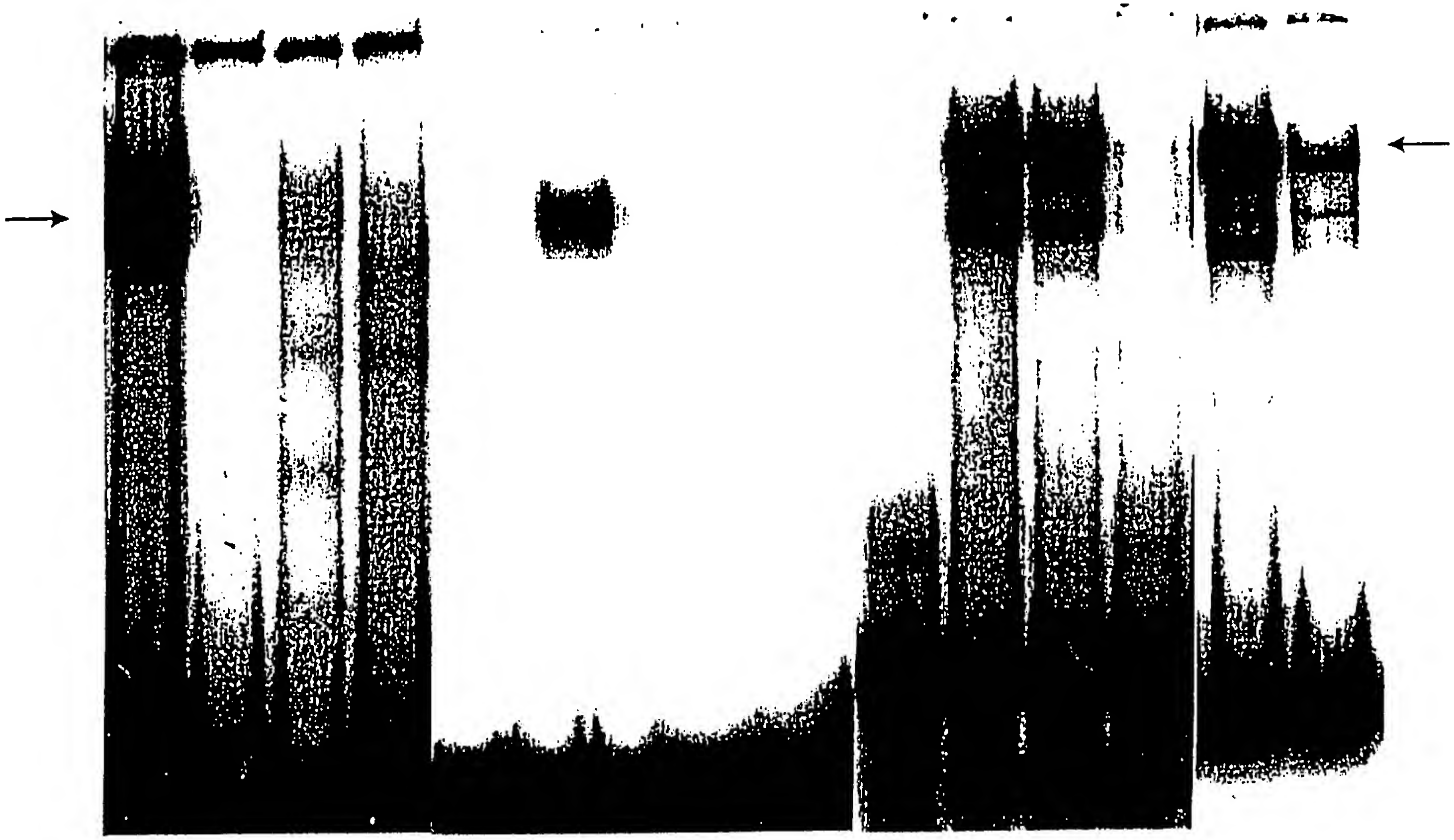

CCTGGAAGGAAGCCTAAGCATTTGGGCCTGGGTTGTAGGTGGGACTCGTGACCTCTCCC
1
2
2A
AGCCTCTGGGGAGCAGCTTCTCCAATAGTCAGGGGTCTCAATGACCTTCCTTCCTTCCTT
2
3
3A
4A
CCTTCCTTCCTTCCTTCCTTCCTTCCTTCCTTCCTTCCTTCCTTCCTTCCTTTCTTC
4
1A
4A
1B
CTTCCTTCCTTCGTGCCACTTGCAAAAG
1A

FIG. 6B

Labeled probe	3A			2					2A					
Nuclear extract	SK-N-MC	CVI	HeLa		SK-N-MC		CVI			SK	CVI	SK	HeLa	
Cold competitor	3A					2		2				2A		2A



Labeled probe		IB						4A						
Nuclear extract		SK	SK	SK	HeLa	CV-I	CV-I		SK	SK	SK	HeLa	CV-I	CV-I
Cold competitor			IB	4A			IB			IB	4A			IB

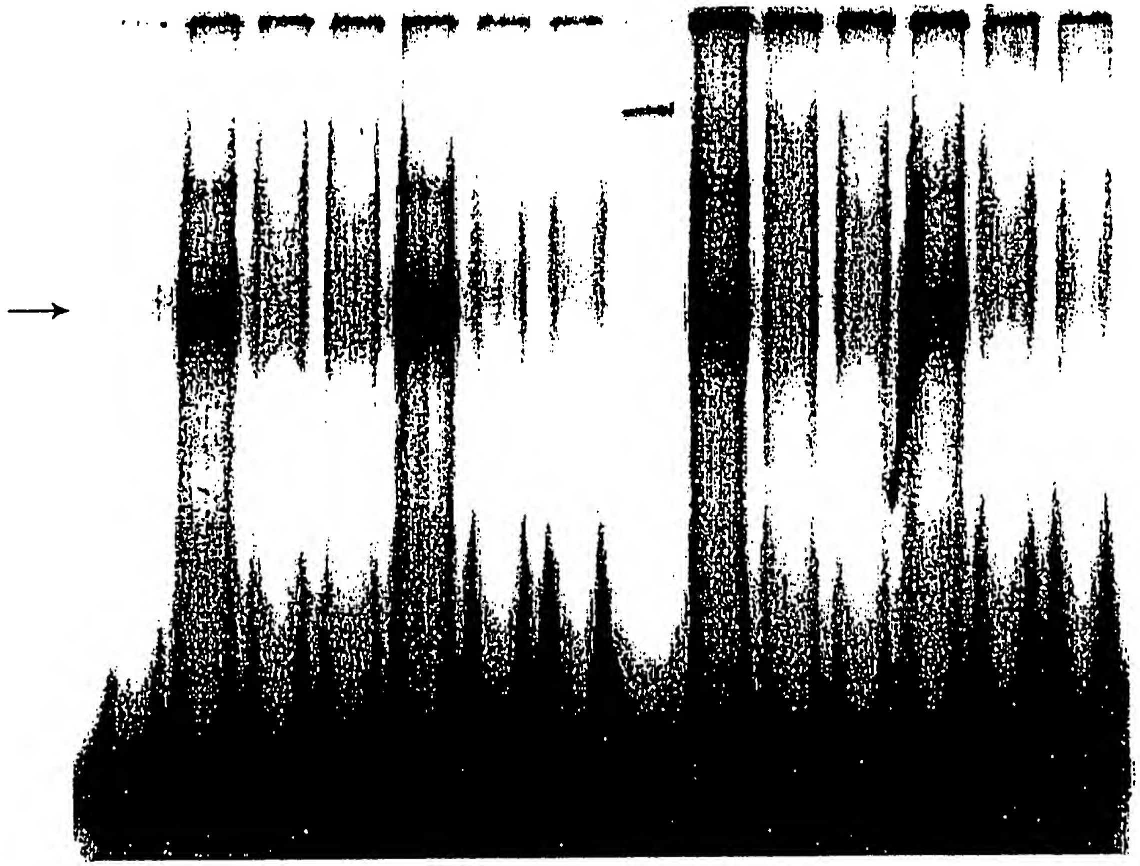


FIG. 6C

Nuclear extract											
Label oligonucleotides	2	2A	3A		2	2A	2A	3A	2	2A	3A
Cold competitor					2A	2	1	2	2	2A	3A

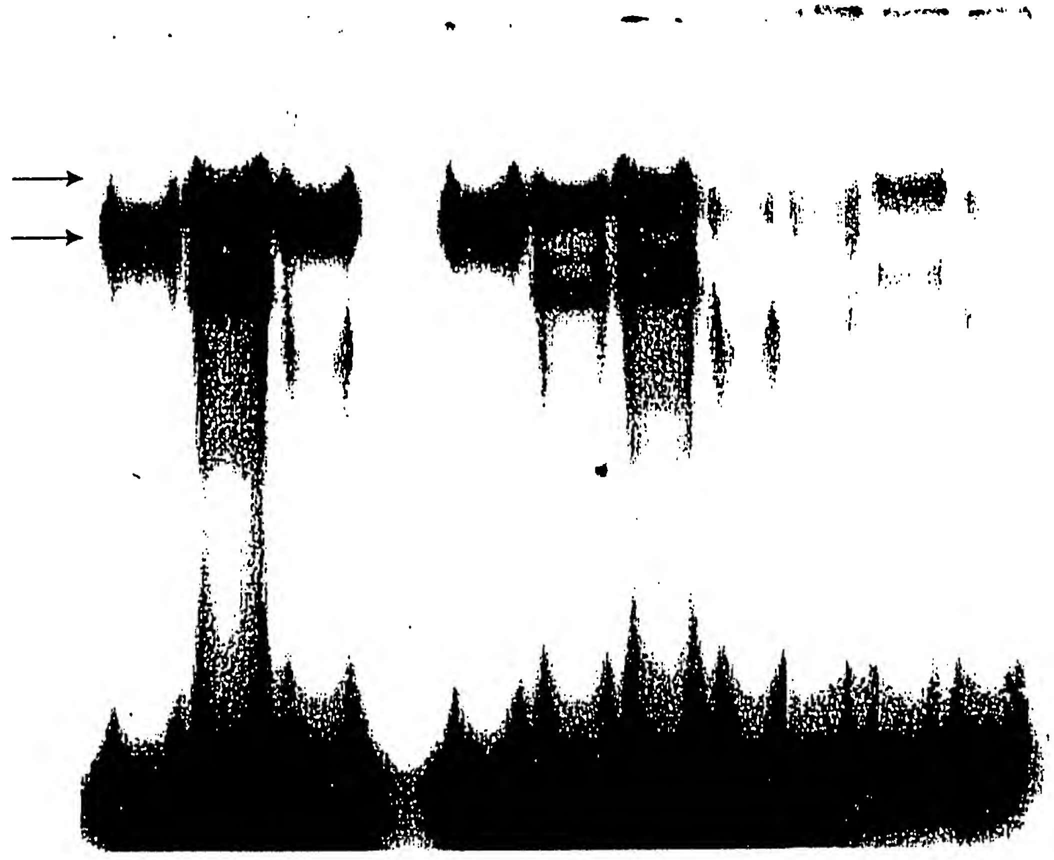


FIG. 6D

FIG. 7

Segment A (overlap between oligo 1 and 2	***Segment B*** (overlap between oligo 2 and 3A)
A1gatccGGTTGTAGGTGGGACTCGTGAa	B1gatccGCCTCTGGGGAGCAGCTTCTCCa
A2gatccCTATGTAGGTGGGACTCGTGAa	B2gatccCGGTCTGGGGAGCAGCTTCTCCa
A3gatccGGTACAAGGTGGGACTCGTGAa	B3gatccGCCAGAGGGGAGCAGCTTCTCCa
A4gatccGGTTGTTCCTGGGACTCGTGAa	B4gatccGCCTCTCCCGAGCAGCTTCTCCa
A5gatccGGTTGTAGGACCGACTCGTGAa	B5gatccGCCTCTGGGCTCCAGCTTCTCCa
A6gatccGGTTGTAGGTGGCTGTCGTGAa	B6gatccGCCTCTGGGGAGGTCCTTCTCCa
A7gatccGGTTGTAGGTGGGACAGCTGAa	B7gatccGCCTCTGGGGAGCAGGAACTCCa
A8gatccGGTTGTAGGTGGGACTCGACTa	B8gatccGCCTCTGGGGAGCAGCTTGAGGa